

## The Influence of Product Quality, Price, and Brand Image on Purchase Decisions for OMG Lip Cream Products

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**Abstract:** The purpose of this study is to examine how brand image, price, and product quality affect students at Nusantara PGRI University in Kediri's decisions to buy OMG Lip Cream. The research focused on consumer behavior in the context of the growing marketing of local cosmetic products. The study employed a causal associative design and a quantitative method. A Likert-scale questionnaire was used to collect data from 40 active students in UNP Kediri's Faculty of Economics and Business who had at least once bought OMG Lip Cream. Multiple linear regression was employed in data analysis to ascertain the partial and simultaneous effects between variables. The results showed that product quality significantly influenced purchasing decisions. This confirms that product performance, brightness, and attractiveness are the main factors in determining consumer choice. Price was also shown to have a significant influence, indicating that affordability and product value are important considerations in the purchasing process. However, brand image did not have a significant influence, indicating that brand perception is not a primary determinant for consumers. At the same time, brand image, price, and product quality all had a big impact on buying decisions. In conclusion, brand image has less of an impact on purchase decisions than suitable price tactics and improved quality.

**Keywords:** product quality; price; brand image; purchasing decisions.

### Introduction

The cosmetics industry in Indonesia is growing rapidly, particularly lip cream products, which are in high demand due to their practicality and beauty trends. OMG, as a local brand, has also experienced growth and is popular among students thanks to its affordable price, good quality, and strong brand image. OMG lip cream products are in demand among women of productive age. According to a Tokopedia survey (2024), lipstick products ranked third among all products sold in 2024. This indicates that demand for lipstick products remains stable and has not decreased significantly when compared to other cosmetic products.

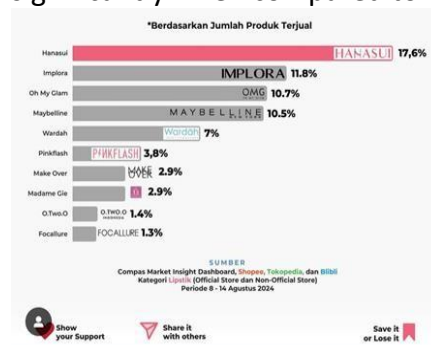


Figure 1. Data on the Top Best-Selling Lipstick Brands in 2024

Source: (Compas.co.id 2024)

Based on the data above, Oh My Glam (OMG) achieved a 10.7% sales share, placing it in third place in the lipstick market. This achievement demonstrates OMG's strong competitiveness among other popular brands, although it hasn't yet reached the top spot.

Business success depends on consumer purchasing decisions. According to Kotler & Keller (2016), a purchasing decision is the process by which consumers actually choose one of several available product or brand alternatives. The process begins with a need, followed by information search, evaluation of alternatives, and ends with a decision to purchase a particular product or brand.

One of the elements influencing decisions is the quality of the product. Product quality is defined by Kotler and Armstrong (2011:258) as a product's ability to carry out its intended function, which is a combination of a product's dependability, durability, consistency, ease of maintenance, and other attributes. This is corroborated by research by Melani et al. (2024), who found that factors related to product quality significantly influence consumers' decisions to buy Implora lip cream cosmetics. This result runs counter to study by Ayu Yuneffa and Sri Ekanti Sabardini (2020), who found that factors related to product quality do not significantly influence Yogyakarta consumers' decisions to buy Emina lipstick products.

Besides product quality, price also influences customer purchasing choices. Price is one element of the marketing mix that generates revenue and another that generates costs, claim Kotler and Keller (2009:67). When making purchases, price plays a critical role. Price factors have a major impact on purchase decisions, according to research by Erika Yolanda & Irwan Raharja (2023). This result runs counter to the findings of a study by Emelia et al. (2023), which claimed that pricing factors have little influence on consumers' decisions to buy cosmetics.

According to Kotler (2013:344), brand image is the overall perception of a brand that is influenced by past knowledge about the brand and linked to attitudes in the form of preferences and beliefs about a brand. According to research by Vannesa & Ririn Wulandari (2024), the brand image variable significantly influences consumers' decisions to buy Make Over cosmetics. This findings runs counter to study by Anggie Luwes Styawati & Mukran Roni (2023), which found that the brand image variable had no discernible impact on consumers' decisions to buy cosmetics.

Various studies have examined local cosmetic brands such as Wardah, Implora, and Emina, but specific studies on OMG Lip Cream purchasing decisions are still limited. This indicates a research gap in brand, student segmentation, and location. This study is unique since it focuses on OMG as a new brand and simultaneously examines three important factors: product quality, price, and brand image among UNP Kediri student customers. Based on this, the study's hypothesis is that OMG Lip Cream purchases are significantly influenced by product quality, price, and brand image, both partially and concurrently. This study aims to investigate how Nusantara PGRI University Kediri students' decisions to purchase OMG Lip Cream are influenced by brand image, cost, and product quality.

In accordance with the background explanation that has been explained previously, the author is interested in conducting research on the title "The Influence of Product Quality, Price, and Brand Image on the Purchasing Decision of OMG Lip Cream Products".

## Method

This study uses a causal associative design and quantitative technique to investigate how brand image, price, and product quality affect consumers' decisions to buy OMG Lip Cream. The subjects were active students at the State Islamic University (UNP) in Kediri who had purchased the product at least twice. A sample of forty respondents was selected via purposive sampling based on the study's criteria.

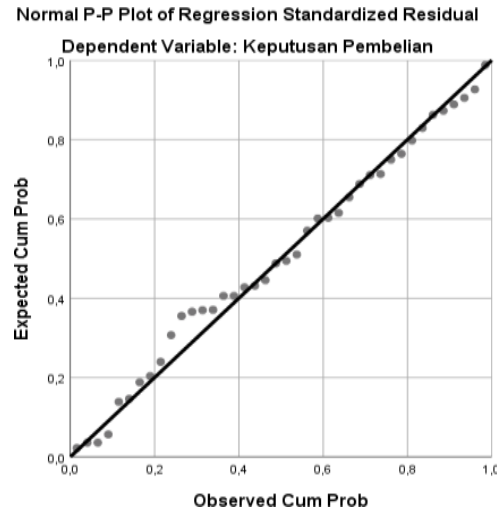
The research instrument was a 1–5 Likert scale questionnaire designed based on variable indicators from previous research. Using Pearson Product Moment and Cronbach's Alpha in SPSS, all items were evaluated for validity and reliability before being approved for usage. A Google Form questionnaire was used to collect data, and participants first had to describe the goals of the study.

Descriptive statistics, multiple linear regression, and traditional assumption tests were used in data analysis to look at the relationships between variables. Partial and simultaneous effects were tested using t-tests and F-tests, and the contribution of independent variables was analyzed using Adjusted  $R^2$ . All analyses were conducted using IBM SPSS version 25.

## Results and Discussion

### 1. Classical Assumption Test

#### a. Normality Test



**Figure 1.** Results of the P-P Plot Normality Test Source: Data processed with SPSS, 2025

In the graph above, the points follow the diagonal and are scattered near the line. The data can be considered normally distributed.

**Table 1.** Normality Test Results One-Sample Kolmogorov-Smirnov Test

	<i>Unstandardized Residual</i>
<i>Asymp. Sig. (2-tailed)</i>	.200c.d

Source: SPSS Data Processing Results, 2025

Based on the findings of the normality test, which indicate a significance level of 0.200, or  $> 0.05$ , it can be inferred from the following table that the data in this study is normally distributed.

## b. Multicollinearity Test Results

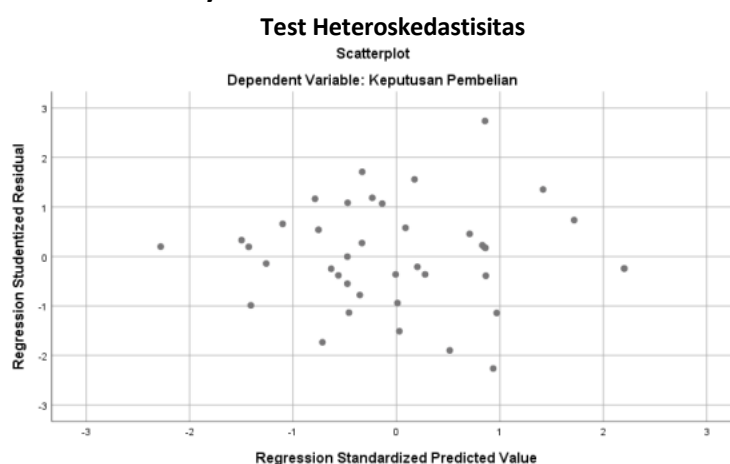
**Table 2.** Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Kualitas Produk	.449	2.229
Harga	.454	2.203
Brand Image	.335	2.982

Source: SPSS Data Processing Results, 2025

The data in this study is normally distributed, according to the table above and the results of the normality test, which indicate a significance level of 0.200, or > 0.05..

## c. Heteroscedasticity Test Results



**Figure 2.** Heteroscedasticity Test Results Source: Data processed with SPSS, 2025

The points are scattered randomly above and below zero on the Y-axis, as shown in the figure above. This indicates that heteroscedasticity is not present in the regression model.

## 2. Multiple Linear Regression Analysis

**Table 3.** Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	3.356	3.506
Kualitas Produk	.307	.076
Harga	.370	.142
Brand Image	.360	.191

Source: data processed with SPSS, 2025

The regression equation is formulated as follows based on the calculations in the table above:

$$Y = 3,356 + 0,307 X1 + 0.370 X2 + 0,360 X3 + e$$

Even though the variables Product Quality, Price, and Brand Image are all zero, the regression equation in this study displays a constant  $a = 3.356$ , indicating that the purchasing decision is at that value. The regression coefficient shows that Product Quality (0.307), Price (0.370), and Brand Image (0.360) all increase the decision to purchase when all other factors are held constant. Consequently, the three independent variables have a favorable influence on purchasing decisions.

### 3. Test of the Coefficient of Determination (Adjusted R2)

**Table 4.** Results of the Determination Coefficient Test (Adjusted R2)

Model	R	R Square	Adjusted R Square
1	.890a	.792	.775

Source: Data processed with SPSS, 2025

The three independent variables included in this study account for 77.5% of the variation in purchase decisions, according to the results of the coefficient of determination analysis, which produce an Adjusted R2 of 0.775. On the other hand, external factors that were not investigated in this study account for the remaining 22.5%.

### 4. Hypothesis Testing

#### a. Persial Test (t-Test)

**Table 5.** Results of Partial Test (t-Test)

Model	T	Sig.
(Constant)	.957	.345
Kualitas Produk	4.028	.000
Harga	2.602	.013
Brand Image	1.885	.067

Source: Data processed with SPSS, 2025

The Price variable has a significance of 0.013 and the Product Quality variable has a significance of 0.000, both of which are less than 0.05, according to Table 7. Consequently, both variables have a rather large influence on purchase decisions, and H0 is rejected. Conversely, Brand Image has a significance of 0.067 > 0.05, indicating that H0 is accepted and that this variable has no discernible impact on consumer choices.

#### b. Simultaneous Test (f Test)

**Table 6.** Simultaneous Test Results (f Test)

Model	F	Sig.
Regression	29.262	.000b
Residual		
Total		

Source: Data processed with SPSS, 2025

The significance value for the analysis displayed in Table 8 was 0.000. This number indicates that the figure is below the significance level of 0.05. The variables Product Quality (X1), Price (X2), and Brand Image (X3) all strongly influence the OMG Lip Cream purchasing choice simultaneously, as evidenced by the rejection of hypothesis H0 and acceptance of hypothesis Ha.

## Discussion

### 1. The Influence of Product Quality Variables on Purchasing Decisions

The results show a significance value of Product Quality(X1) of  $0.000 < 0.05$  so that this variable has a significant effect on purchasing decisions. Students consider OMG Lip Cream comfortable to use, long-lasting, and suitable for their needs, thus encouraging repeat purchases and recommendations. Poor quality products tend to be avoided. This result is consistent with study by Margarita Sila & Agus Prasetyanta (2024), which claims that decisions about what to buy are significantly influenced by product quality. This conclusion contrasts with the findings of a study by Hayatun Nisa & Jamil Rifani (2024), which claims that decisions about what to buy are unaffected by product quality.

### 2. The Influence of Price Variables on Purchasing Decisions

A significant value of 0.013, which is more than 0.05, was found based on the t-test findings on the Price variable(X2), indicating that  $H_0$  is rejected and  $H_a$  is accepted. In this study, the price of OMG Lip Cream is considered affordable and in accordance with the quality offered so that it is the main consideration for respondents. Competitive prices and a variety of promotional offers make consumers feel the product is worth buying. Therefore, it can be said that customers with medium purchasing capacity, like students, are influenced by price when making judgments about what to buy. This result is consistent with the study conducted by Apriyanti & Palupi Permata Rahmi (2025), which shown that the price variable significantly influences purchase decisions. This conclusion contrasts with the findings of a study by Emelia et al. (2024), which found that decisions to buy cosmetic goods are not significantly impacted by price.

### 3. The Influence of Brand Image Variables on Purchasing Decisions

The t-test results show a significance value of Brand Image(X3) of  $0.067 > 0.05$ , so this variable does not have a significant effect on purchasing decisions. Students as respondents tend to be rational and consider product function, comfort, color fastness, content, final results, and price suitability more than brand image. Although OMG is quite well known through digital marketing, brand image has not been a determining factor. This finding is in line with the research of ShenY Kulsumaningtyas & Gunarso Wiwoho (2023), stating that the brand image variable does not have a significant effect on purchasing decisions for cosmetic products. This result contradicts the findings of Salsabila et al., (2024) study, which found that decisions to buy cosmetics are not significantly influenced by the brand image variable.

### 4. The Influence of Product Quality, Price, and Brand Image Variables on Purchasing Decisions

With a calculated F of 45.741 and a significance of  $0.000 < 0.05$ , the F test findings demonstrate that Product Quality, Price, and Brand Image all significantly influence Purchasing Decisions at the same time. The three variables can account for 77.5% of purchasing decisions, according to the Adjusted R<sup>2</sup> value of 0.775, while other factors including promotions, reviews, recommendations, prior experiences, trends, and social media influence the remaining 22.5%. This finding confirms that the purchasing decision for OMG Lip Cream is the result of a combination of several factors, especially product quality and price as the main considerations.

## Conclusion

This study shows that product quality and price significantly influence the purchasing decisions of OMG Lip Cream by students at UNP Kediri, while brand image does not. This finding supports the hypothesis that not all independent variables have a direct impact,

although all three variables influence each other simultaneously. The study's objective of analyzing the influence of these three variables was achieved, with product quality and price being the primary factors influencing consumer choice. Consumers prioritized the functional aspects and value of a product over brand image, demonstrating rational purchasing behavior among students.

For further research, researchers are advised to add variables such as promotions, consumer reviews, user experience, or social media influence. These variables may better explain purchasing decisions. Research should involve more respondents, use mixed methods, or compare local cosmetic brands to gain more comprehensive insights.

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